

# LikeMinds

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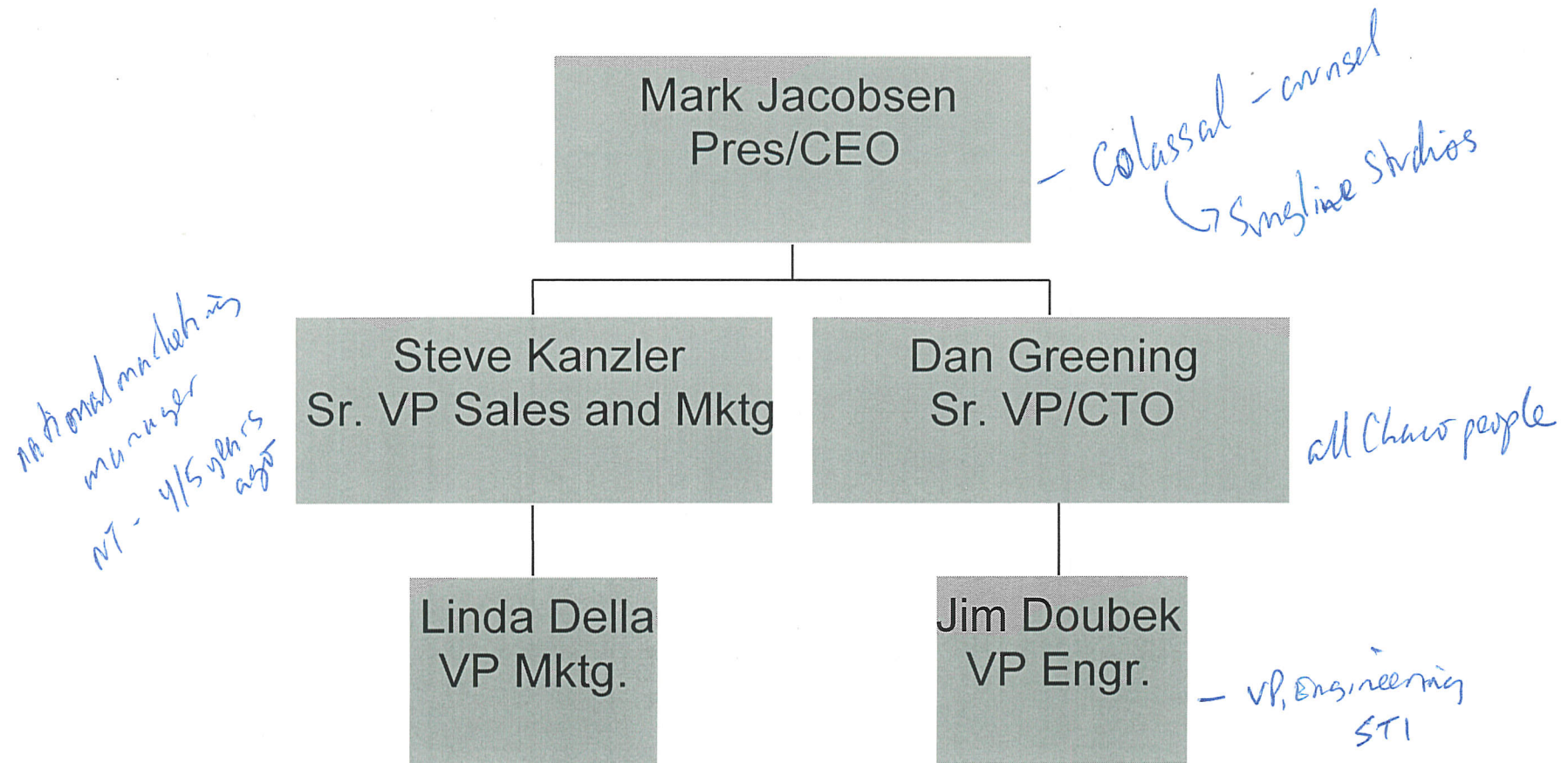
Presentation to  
Societe Generale  
March 10, 1997

*collaborative filtering  
all weighting-based systems - patent*



# LikeMinds Management Team

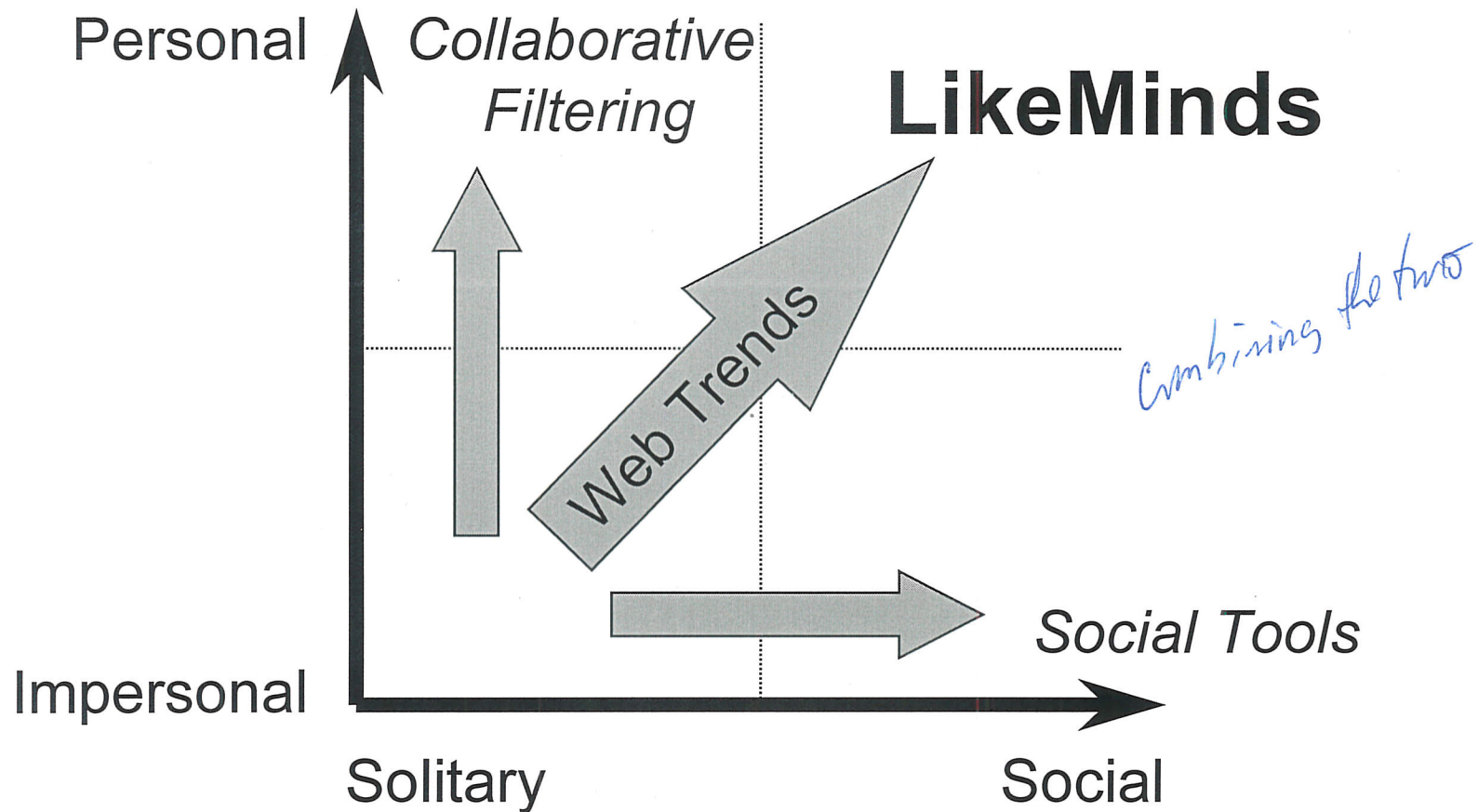
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# LikeMinds Position

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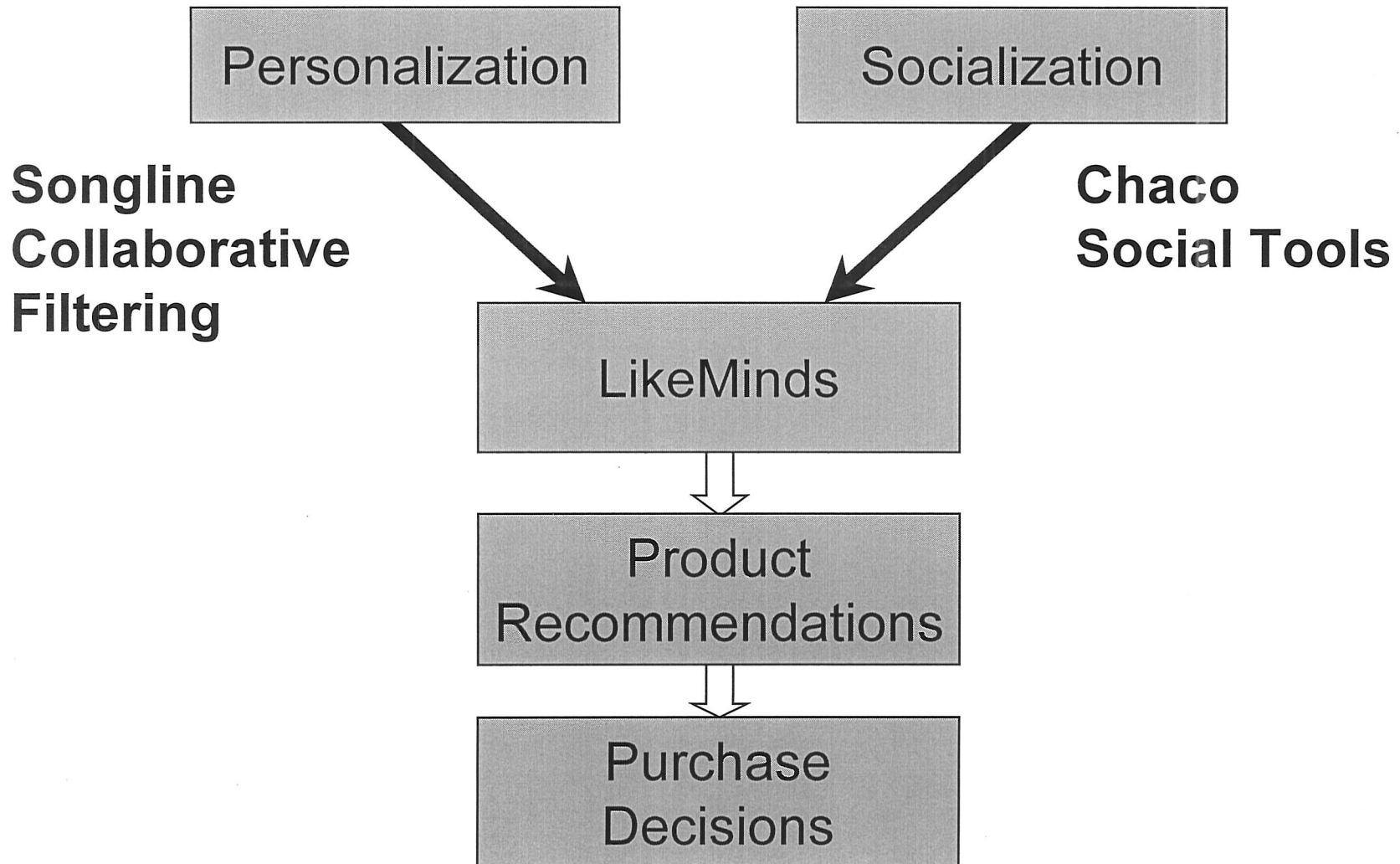




# Vision:

## Tools That Help People Decide

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# Product Goals

● Preference Server *done*

⇒ Learn what consumers want *microcritic*

● LikeMinds Key

⇒ Make the data portable *do not need to share*

● Census

⇒ Analyze the data *exchange data*

● Merchandising Server

⇒ Put it to use *categorize based on product preference*  
*glue that connects preference + census to transaction*

● Social Server *done*

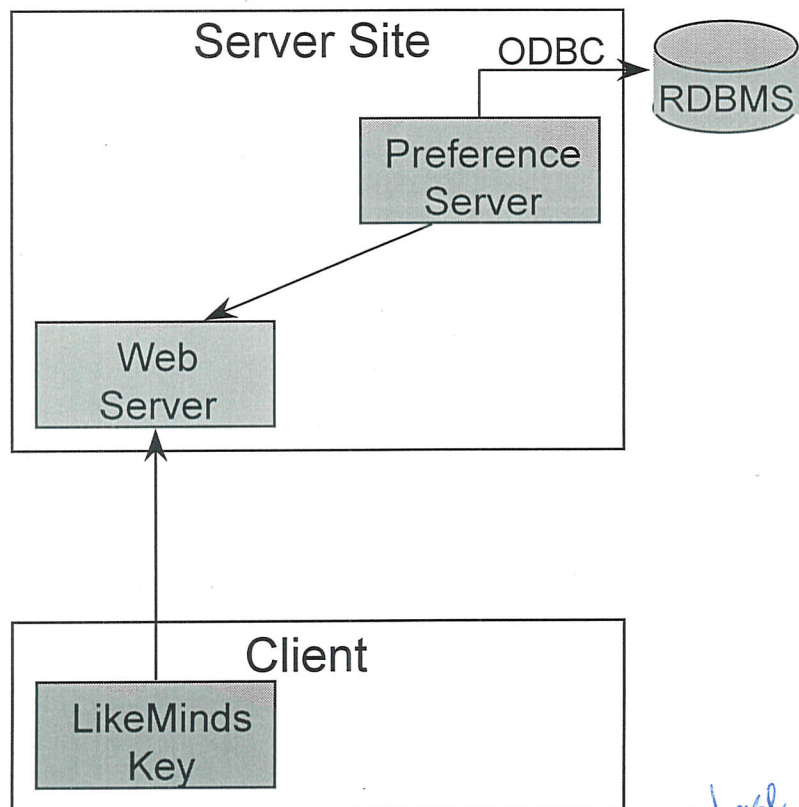
⇒ Create consumer communities

*chat in its many forms*  
*2D - not VRML → VRML limits market*

Build trust between our customers and their users



# Preference Server

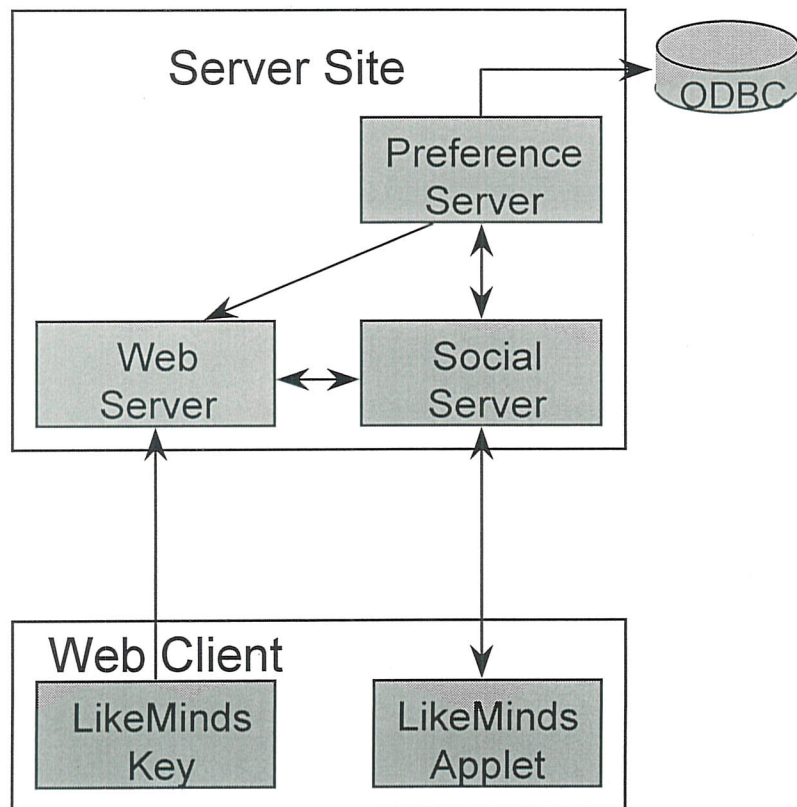


use existing database

- Matches people to products
  - What:* Collaborative Filtering
  - In:* User preferences
  - Out:* Item recommendations
- Advantages
  - Accurate
  - Composite “you”
  - Scalable
  - Patented
- APIs
  - ODBC, CGI, Java, Javascript
  - LikeMinds Key



# Social Server

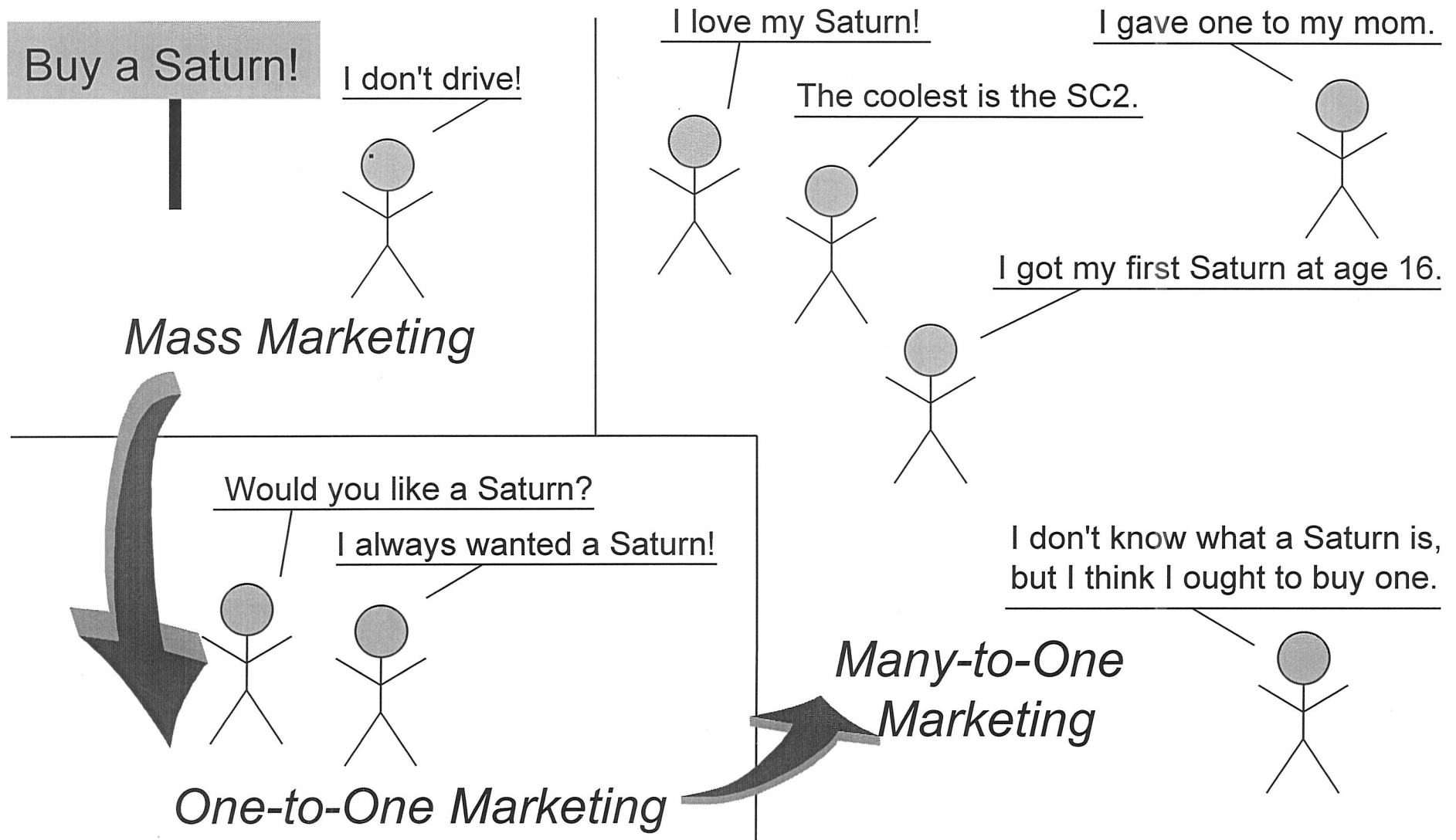


- Matches people to people  
*What: People Like You<sup>tm</sup>*  
*In: People*  
*Out: Consumer Communities*  
*put in chat space or recommend products*
- Features
  - “Like minds” matching
  - Text Chat, Avatars, Forums
- APIs
  - C: People-to-people matcher
  - Java: applet
  - Java: 2D chat server

*3D - too limited @ market now*



# Many-to-One Marketing





# Superior Technology

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- Best Product Recommendations
- Self-Computes Accuracy
- Handles Cold Start
- Scales to Millions of Users and Products



# Best Product Recommendations

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## Preference Server Algorithm

### Ratings

	<i>Star Wars</i>	<i>The Untouchables</i>	<i>Beverly Hills Cop</i>	<i>Fletch</i>	<i>Caddyshack</i>
Smith	8	10		10	7
Jones	11	9	10		
Wesson	10	4	10	9	11

### Mentors

<i>Smith</i>	<i>Jones</i>	<i>Wesson</i>
	6.5	8.5
6.5		10.6
8.5	10.6	

### Predictions

<i>Star Wars</i>	<i>The Untouchables</i>	<i>Beverly Hills Cop</i>	<i>Fletch</i>	<i>Caddyshack</i>
		9		
			10	11

1-13 scale



# Self-Computes Accuracy

	Ratings					Mentors					Predictions				
	Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack	Smith	Jones	Wesson	Hey	Greening	Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack
1. Remove	12	10		10	7	11.2	6.5	8.5					5		
2. Predict	12	10		10	7	10.2	8.5	8.5	10.5	11.7			6		6
3. Compare	12	10		10	7	10.2	8.5	8.5	10.5	11.7			6		6



# Handles Cold Start

Virtual Users	Books								Hated It Item
	The Island of the Colorblind	A Leg to Stand On	Awakenings	An Anthropologist on Mars	Migraine	Paul Broca: Explorer of the Brain	James Parkinson	In Search of Churchill	
VU author=Oliver Sacks	13	13	13	13	13				1
VU publisher=Harper		13	13						1
VU year=1992					13	13			1
VU subject=neurology	13	13	13	13	13	13	13		1
VU subject=biography					13	13	13	13	1

## Real Users

Smith			12		10				1
Jones							8		1
Wesson			12						1

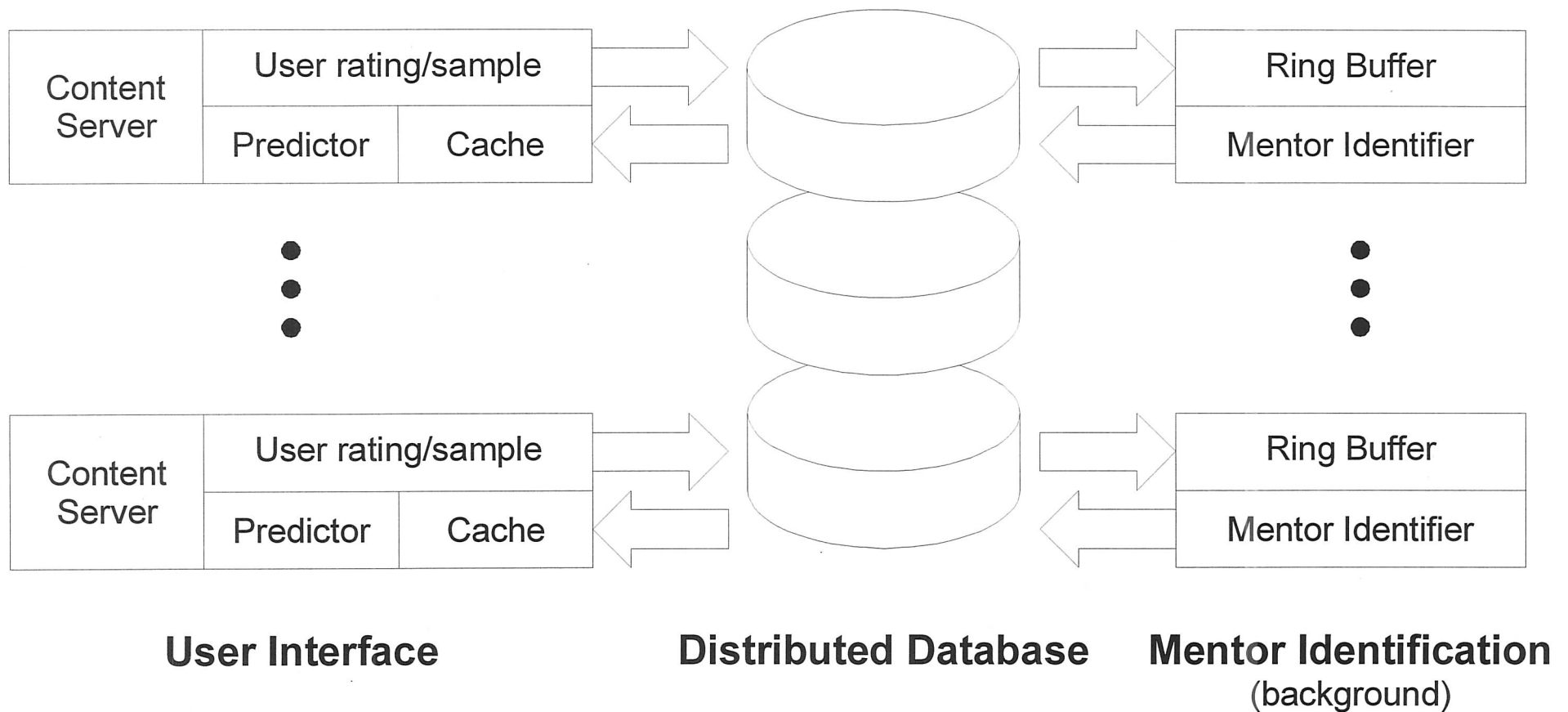
## Mentors

Smith	Jones	Wesson	VU author=Oliver Sacks	VU publisher=Harper	VU year=1992	VU subject=neurology	VU subject=biography
		10	12.2	9.5	7	12.2	7
							5.5
10			9.5	9.5		9.5	



# Scales to Huge Sites

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# Competitive Advantages

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- Superior collaborative filtering technology
- Patent protection
- Modular design = broader market
- Focused on customer first
  - Customer's Brand, LikeMinds sub-brand
  - Data ownership
  - Back office integration
- Building unique VAR channel



# Revenue Model

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- License Fees
  - Modular pricing
  - Based on registered users
  - Annual maintenance fee
- Installation fees
- Partner with web design studios
  - Distributors of our products
  - Design services for LikeMinds products



# Sales Update

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- Columbia House
- AOL
- Foresight
- In the pipeline:
  - Washington Post, NYT, New Century Network
  - EarthWeb, Organic, Rare Medium, Boxtop
  - Match.com, Consumers Edge, TEN
  - Sales targets



# Financial Projections

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	1997	1998	Breakeven
Revenue	\$1.1m	\$5.2m	
Net Income	(\$1.2m)	(\$0.6m)	
Cash Needed	\$1.4m	\$1.7m	
Headcount	36	55	
Pref Server	9	33	30 total
Social Server	5	18	17 total
Merchant	4	33	30 total
Census	4	33	30 total



# Investment Opportunity

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- Best collaborative filtering engine
- Shipping products
- Valuable patented and patentable technologies
- Pent-up customer demand
- Strong competitive position
- Veteran team